What "Sterling" is to Silver "Mayfield" is to a Home

AREAL HOME

Built of El Paso Brick Co. Red Pressed Brick. Porch across the front. Cobblestone piers. Attractive

BUILT IN

**PRICE** \$3,950 Buffet, Book Cases, Kitchen Cabinet.

OAK FLOORS

Living and Dining Rooms finished in Light Mission.

**TERMS** 10% Cash Balance Like Rent

CHAMBERS

Finished in vitralite white enamel, large closets. Sleeping Porch.

## **MAYFIELD**

Building & Improvement Co., Inc. Paid in Capital \$150,000

611 and 612 American Bank Building. Phone 684

#### **Avoid Turning Hose on** Porch Floor

The water collects in the cracks and in time buckets the boards badly

Frequent painting of the porch floors lengthens life of the floor, be-

**Tuttle Paint and Glass Co.** 210-212 N. STANTON PHONE 206

#### MANAGEMENT OF COMPANY CHANGES

W. R. Eldson, New Manager of Alamo gordo Improvement Company, Asks Cooperation of People,

Alamogordo, N. M., July 26.-The management of the Alamogordo Improvement company has changed hands. Col. W. R. Eldson has theoretically been living here for some time, have for the greater part of the time in the office, though he says that the position will not necessarily keep him here but a part of the time. He says he is, however, all the time on the job. He has not yet announced a definite policy, but says that with the cooperation of the people a decided change is going to be made in the town for the better. He says that the company will meet the people halfway on any proposition for the public weal. Frank W. Beach, for the past few years manager of the company, will for a short time, take a wacation in the north. Fred Bradford and family who have been living here for some time, has

Fred Bradford and family who have been living here for some time, has moved to his home at Sacramento. His home here was occupied Friday by John O. Stevens and family, of Canudas Mr. Stevens is moving here on account of treatment for a sick child. J. M. Wilburn, of Crow Fiat, visited his family here this week.

Mr. and Mrs. J. L. Compere, of Sylvester, Tex., are expected to reach here this afternoon to spend the summer with their daughter, Mrs. B. R. Blankenship.

Arrangements have been made by Arrangements have been made by which three religious denominations here will hold union prayer services on Wednesday night. These denominations are the South Methodist, Presbyterians and Christian. The services will be held alternately at the several churches. These denominations will also for the summer hold union Sunday night services alternately.

Rev. J. A. Armstrong has been called by the congregation of the Presby.

by the congregation of the Presby-terian church here as pastor for the ensuing year. He has served this church in that capacity for several years. Mrs. J. S. Baker has gone to El Paso

#### The Perfect Baby Of The Future

A Simple Method That Has a Wonderful Influence upon The Future Infant.

Too much cannot be said for a wonderful remedy, familiar to many women as Moth-er's Friend. It is more elequent



the health rules ever guidance of expectant mothers. It is an external application that spreads its influence upon all the cords, muscles, liga-

play; they expand without pain, without

Mother's Friend must, therefore, be considered as a direct influence upon the char-acter and disposition of the future genera-tion. It is a conceded fact that, with nauthere is stored up such an abundance of healthy energy as to bring into being the highest ideals of those who fondly theorize

ive book to expectant mothers.

at Bunkie, La. who has been visiting his parents, Mr.
and Mrs. George Bufkin, for the past
ew weeks, has gone to Cloudcroft for
few days visit.
Miss Margaret Denney, of Cloudcroft,

the guest of Miss Francis Grant for few days.
Mrs. J. A. Thomas and daughter, Miss
Dive, who have been Cloudcroft visitrs for the past few days, have re-

H. H. Major has returned from Las ruces, where he has been on a busi-ess visit for the last few days. Miss Maude Davis has returned to loudcroft, after a few days visit here. Mrs. G. F. Roussea has returned from few days' visit to friends in Moun-ain Park

all Park.

Miss Francis Andress has been visting Miss May Munsen, of Avis, N. M.,
or the past few weeks.

Mrs. E. G. Rafferty, of Oscura, was he guest of Capt, and Mrs. D. W. Rob-Miss Hermoine Hawkins, who has

Miss Hermoine Hawkins, who has been studying music in Germany for the past year, has returned home and will spend the remainder of the summer with her parents, Mr. and Mrs. J. M. Hawkins.

Mrs. J. W. Johnson and son, Lonnie, of Mountain Park, were Alamogordo visitors the past week.

Mr. and Mrs. Frank W. Taylor have left for Bolivar, Mo., where they expect to reside permanently.

Rev. Geo. H. Givan has returned from a month's visit to North Carolina and Kentucky.

R. R. Pratt, of the Blind insti-nute, has left for Clayton, Del., where he will spend his vacation. Howard Beecher has returned to oudcroft, after a visit here with his

Mrs. H. L. Hart and little daughter, f El Paso, were the guests of Mr. and frs. C. A. Hickman. D. A. Peregrine, of New Castle, Ind., as returned to his home after a short as returned to his home after a short isit here with his daughter, Miss May

rigrine. The Pythian Sisters have held their

The Pythian Sisters have held their instalation of officers. After the business meeting a social hour was spent. F. C. Polak, cashler of the First National bank, has left for his home in Valparaiso, Neb., to spend his vacation. Mrs. Ed Martin and baby have gone to High Bolls to be the guests of Mrs. Jed Yale for a few days.

Mrs. Frank Maxwell and baby have gene to Tularosa, to spend the remainder of the summer.

Mr. and Mrs. Chester Stevens and children are the guests of Mr, and Mrs. Fred Bradford for a few days.

Mrs. C. F. Hall has returned from a visit to Mrs. Joe Walker, at Mountain Park.

ark.
Mrs. E. R. Bennett and children, of
I Paso, are here for a several weeks'
sit with friends,
C. E. Mitchell has returned from a usiness visit to San Simon, Ariz.
Mr. and Mrs. W. J. Davis have reirned from two months' visit in vaous parts of Pennsylvania.

Clarence Hunter was a business visitor in El Paso last week.
John Sherry, of Pierce, Ariz, is here
on a visit to his parents.
Luther Bufkin has returned to his
home in Port Lavaca, after a very
pleasant visit here with home folks.
Rev. R. P. Pope, who has been visiting his many friends here for the
past week has returned to his home in past week, has returned to his home in

Arizona.

Mrs. D. W. Roberts visited Mrs. Joe Walker at Mountain Park.

H. W. Parker and Miss May Sanders visited Tularosa.

MRS. BELVIDERE BROOKS, FORMER-LY OF EL PASO, DIES IN NEW YORK there is stored up such an abundance of healthy energy as to bring into being the highest ideals of those who fondly theorize on the rules that insure the coming of the perfect haby.

Mother's Friend can be had of any druggist at \$1.00 a bottle. It is prepared by Bradfield Regulator Co., 239 Lamar Bidg., Atlanta, Ga. Write them for an instructive book to expectant mothers.

LY OF EL PASO, DIES IN NEW YORK.

New York, July 26.—Mrs, Alpha Gerald Brooks, wife of Belvidere Brooks, vice president and general manager of the Western Union Telegraph company, died inst night a few hours after her arrival from Denver, where she was stricken last Saturday on a tour through the west with her husband.

Mr. Brooks, wife of Belvidere Brooks, vice president and general manager of the Western Union Telegraph company, died inst night a few hours after her arrival from Denver, where she was stricken last Saturday on a tour through the west with her husband.

Mr. Brooks, in the early days, was manager for the Western Union at El Paso, Texas.

## Distinguished Representatives of Early Autumn Styles Now to be Seen at the "Popular"

THE CHANGE in the season is near at hand. Nature will soon be donning new attire and womankind will follow suit. We are ready to assist you in choosing the apparel you desire for Fall wear. Every express brings beautiful new Fall merchandise that will gladden the hearts of feminine El Paso.

Correct and Clever Models in

### The New Fall Suits

SUITS that correctly portray the leading style features which will characterize style features which will characterize the autumn modes in high-class tailored suits. Although the showing is far from complete, yet a pleasing variety of fabrics, colors and designs await the selection of those who like to be the earliest choosers. Prices range from \$10.00 to \$50.00.

The Smartest New Styles

## In Coats and Wraps

OATS of dignified distinction, fashioned from the most beautiful new weaves in soft, deep-toned shades that are in themselves subtly suggestive of luxury. Rich color contrasts are afforded in collars, cuffs and novelty buttons. The new "Sport coats" are among the most popular of the new arrivals. Prices range \$15.00 up.

For Girls Preparing for College-

#### New Serge Dresses

B EAUTIFUL all pure wool serge dresses, in the improved "Peter Thompson" models. Colors are navy blue, brown and cardinal, trimmed in high colored braids, emblems, etc. Just the thing for the girl preparing to go to college. \$8.50 up.

#### Exquisite New Negligees

WE call your especial attention to the

The New Fall Corsets

ORSET fashions hold to the emphasis of the NATURAL FIGURE. One of new crepe de chine and satin kimonos the season's newest novelties is the "Topjust received. Lovely new styles-sleeve- less" Corset-the upper part extends just less and collarless variety. Priced at \$4.95 a little above the waist line, providing an up. Then when you come be sure and see the absolutely uncorseted figure above that new "Zandana" negligee. A Parisian cre- point. Below the waist, the figure is fully protected and encased.

Here you will find worthy representatives of the new fashions. Already selection includes variety and exclusiveness, as well as absolute authenticity.

You are cordially invited to call and inspect leisurely and thoroughly these varied and beautiful new styles. Welcome.

Charming New Models in

#### Dresses and Gowns

S USUAL "The Popular" has listened to Fashion's earliest whispers of new marvels in the designing of feminine frocks of surpassing loveliness, and it is here one may learn of delightful style innovations for the coming season. Decidedly inexpensive are many of the graceful and effective gowns which are Fashion's first debutantes and cannot fail to meet with instant favor.

This Will Be a Big

### Dress Skirt Season

W HILE many shepherd checks are to be found, plaids and stripes will predominate. For dressy skirts, peau de soies, velour de laine, ratine, cheviot, silk poplin, charmeuse, moire and velvet, will be popular. For the more practical models serges, cheviots, ratines, poplins and worsteds in mannish effects are "the things."

-Draped skirts are much in evidence in the dressy models. The more elegant ones show, the Oriental drapery caught up in the front. -Simple types are gathered slightly in the front below the knees. Others are draped either on one side or on both sides, and still others in the back.

-In nearly every case the skirts are made narrow around the ankles. For fall slashed skirts are not so much in evidence as they are for present wear and most of those that are shown have the slits very much modified. Priced at \$4.95 up.

> Transparent Materials Used in THE NEW FALL BLOUSES

to supplant in favor the soft and practical chiffons, This does not mean that the use of chiffon will not be quite extensive, however. Laces, nets, chiffons and other transparent materials will go to make up the bulk of the models for fall and winter. Georgette crepe also will be a leading feature of

## Many New Features Are Shown in

# Women's New Headwear for Fall



H ATS will remain small and medium for fall, like the effects of the present moment. Plushes, velvets and felts will signal the opening of the new season. Maline hats will be used for dressy wear, such as restaurant dining, afternoon receptions and teas and large public gatherings where hats are worn with ceremonious toilettes.

Very dark rich shades of green, red, purple and brown will be launched for the winter. Trimmings are aigrettes, paradise and heron, goura, numidi, coq, wings, and quills made from condor and

swan feathers. Ribbons are used extensively and fur plays a more prominent part than ever before. See our advance models.

#### A Goodly Supply of Women's Fashionable Fall Footwear

C LOTH and cravenette top shoes will be the most popular styles for dressy. wear. There will also be a great demand for tan and brown footwear. Medium height tops will be worn, mostly the twelve and fourteen button models. In the higher grade shoes, the receding or narrow toe will be featured especially for dressy wear. The English walking shoes will be all the rage among the younger set for street wear. A few styles in white footwear will also be

wear for fall, come to the "Popular" first,

Our main floor shoe store for women will carry a complete line of the season's latest styles, and when you wish to see the new foot-

# July Clearance Sale Ends in Four Days More

STOCKS promise to reach the desired extent of reduction in four more days and the object of the sale will then be accomplished. Summer goods will be practically closed out-room made for incoming Fall goods.

Until the last hours of the sale we guarantee generous assortments

Basement Values (10 yards to a customer, no phone orders.)

HOPE DOMESTIC - Monday we will sell it, (10 yards to a a yard ... customer, no phone or 7c SEAMLESS SHEETS-81x90 inch, made of excellent quality muslin. (Limit six to a customer, no phone orders) 54c

"CONESTOGO" SHEETS-81x99 inch, made of heavy round thread muslin. (Limit 6 CHILDREN'S WASH DRESSES-Made of good quality gingham and percale, in 43c

CHEVIOT SHIRTING The 10c ton length chamoisette gloves, quality. (Limit 10 yards to a in natural color only; all sizes, enstomer, no phone 71/2c Monday, orders) at, yard... 71/2c

Lace and Embroidery SEA ISLAND DOMESTIC-40 LACES-Normandy val edges inch, unbleached quality. Spe- and insertions to match, in widths of 3 to 7 inches. 7c EMBROIDERY FLOUNCINGS -27 inches wide, in exquisite new patterns. Values to 75c.

> EMBROIDERY FLOUNCINGS flouncings in pleasing new patterns. The kind we sell regu-Monday, a yard..... 98c Fancy Goods

WOMEN'S NECKWEAR -Pretty new summer styles. Values to 75c. Monday 35c to a customer, no phone orders) at, each 79c RIBBONS—No. 2 corset cover ribbons in 5 yard bolts 10c VEILS-Shadow lace and chifsolid colors and fancy designs. and colors. A big val. 59c WOMEN'S GLOVES-16 but-

95¢ Undermuslins 50¢ A lot of slightly soiled and mussed undermuslins from

our special 95c line. Included in the lot are combinations, gowns, chemise and drawers. Made of good quality muslin, prettily trimmed with dainty laces, embroideries and ribbons. Choose from the lot while they

\$1.95 Undermuslins 95¢ Another lot of slightly soiled combinations, gowns, chemise and drawers from our \$1.45 and \$1.95 lines. Lace, embroidery and ribbon trimmed garments, including a few hand embroidered undergarments. Choice 95c from the lot while they last, a garment.....

Girls' White Dresses Cheap Odds and ends in girls' white batiste dresses, sizes 2 to 6. Neatly trimmed in pretty laces, embroideries and 6. Neatly trimmed in pretty mens, ribbons. Two lots—values to \$5.00 at \$2.45; 95c values to \$2.00 .....

DRY GOODS CO.ING

and great values. In fact the underpricing now provides record creating economies. Savings previously unmatched are generaleach department presents its most attractive offerings.

A study of appended items will show you unprecedented profitpossibilities. Profit by them. LINGERIE NAINSOOK-soft

#### White Goods, Wash Goods and Linens

WASH FABRICS-White and colored, including silk border French voiles, white eponge crepe, fancy voile, etc., 75c. \$1.00 and \$1.25 values 55c MOTOR LINEN - 54 tuches

wide, in champagne, tan and white. That beautiful French shrunk weave and those attractive shantung weaves. The highest class of suiting and coating linen made. \$1.25 quality ........... 95c \$1.50 quality .....\$1.19

WHITE SHIRT WAIST LIN-ENS-round thread, medium weight, very good weave, 36 incles wide and all linen, 25e MILL LENGTHS OF WHITE

FLAXON-in assorted size eross bars; also barred and striped dimity, jacquard madras, white piques, etc. Regular 20e and 25e qualities, 11c

and sheer, 36 inches wide, beautiful texture and weave. This is a positive 17 1-2c yard seiler. Cut up into 10 yard bolts, \$1.05 Special a TABLE DAMASK-72 inch all linen, pure white quality, in about eight different patterns to select from. Our regular 75e and 85c grades at, 59c TABLE DAMASK-72 inch all linen double satin damask. We positively guarantee one of the widest range of patterns we have ever shown under one price. \$1.25 and \$1.35 values. A number of pretty plain center patterns in the \$1.19 NAPKINS - Very special-22x22 inch double damask napkins attractive patterns, but we have no damasks to match,

ular \$4.00 a dozen values at the phenomenally low \$2.85

About 50 dozen in the lot. Reg-

TOWELS-23x42 inch, all linen, hemstitched, white towels, monogram frame at end. \$3.50 dozen value \$2.25